

Appin. No. 09/839,194  
Docket No. SWG-0001

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## REMARKS / ARGUMENTS

### Status of Claims

Claims 1-30 are pending in the application. The Examiner has issued a requirement under 37 CFR §1.105 for Applicant to provide information that is reasonably necessary to the examination of this application. More specifically, the Examiner requests Applicant to stipulate whether or not a November 19, 1999 article in the Boston Business Journal article discussing an online affiliate gift registry program called Swagmasters refers to the same company as the assignee of the present application. Applicant hereby stipulates that the aforementioned November 19, 1999 Boston Business Journal article does refer to the same company as the assignee of the present application. The Examiner further requests Applicant to stipulate which of the features set forth in the following numbered paragraphs are inherent in the system described by the Boston Business Journal article:

**Paragraph 1:** A system for generating a commission link in a computer network, the system comprising: an affiliate host system for presenting a user with a link to a first location having a corresponding coded link to a second location, receiving an input based on said user's selection of said link to said first location, connecting said user to said second location, connecting said user to said first location after a selected period at said second location and receiving a commission based on said connecting said user to said second location; a network coupled to said affiliate host system; and an affiliate database couple to said affiliate host system.

**Applicant's Stipulation Regarding Paragraph 1:** The Boston Business Journal article fails to disclose the foregoing features. Rather, the article simply mentions a web site from which an online gift registry may be accessed. The article contains no details whatsoever about the manner in which commissions would be generated from the online gift registry.

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**Paragraph 2:** The system of claim 1, further including: a user system coupled to said network; and said user system accessing said affiliate host system via said network.

**Applicant's Stipulation Regarding Paragraph 2:** The Boston Business Journal article fails to disclose the foregoing features. Rather, the article simply mentions a web site from which an online gift registry may be accessed. The article contains no details whatsoever about the manner in which commissions would be generated from the online gift registry, nor are any details provided regarding a user system.

**Paragraph 3:** The system of claim 1, further including: a merchant host system coupled to said network; and said affiliate host system accessing said merchant host system via said network.

**Applicant's Stipulation Regarding Paragraph 3:** The Boston Business Journal article fails to disclose the foregoing features. Rather, the article simply mentions a web site from which an online gift registry may be accessed. The article contains no details whatsoever about how commissions would be generated from the online gift registry, nor are any details provided regarding an affiliate host system accessing a merchant host system.

**Paragraph 4:** The system of claim 3, further including a merchant database coupled to said merchant host system.

**Applicant's Stipulation Regarding Paragraph 4:** The Boston Business Journal article fails to disclose the foregoing features. Rather, the article simply mentions a web site from which an online gift registry may be accessed. The article contains no details whatsoever about how commissions would be generated from the online gift registry, nor are any details provided regarding a merchant database coupled to a merchant host system.

**Paragraph 5:** The system of claim 1, further including: an affiliate network host system coupled to said network; a merchant host system coupled to said network; said

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affiliate host system accessing said affiliate network host system via said network; and said affiliate network host system accessing said merchant host system via said network.

**Applicant's Stipulation Regarding Paragraph 5:** The Boston Business Journal article fails to disclose the foregoing features. Rather, the article simply mentions a web site from which an online gift registry may be accessed. The article contains no details whatsoever about how commissions would be generated from the online gift registry, nor are any details provided regarding an affiliate network host system accessing a merchant host system.

**Paragraph 6:** The system of claim 5, further including: an affiliate network database coupled to said affiliate network host system; and a merchant database coupled to said merchant network host system.

**Applicant's Stipulation Regarding Paragraph 6:** The Boston Business Journal article fails to disclose the foregoing features. Rather, the article simply mentions a web site from which an online gift registry may be accessed. The article contains no details whatsoever about the manner in which commissions would be generated from the online gift registry, nor are any details provided regarding an affiliate network database coupled to an affiliate network host system. Moreover, no details are provided regarding a merchant database coupled to a merchant network host system.

**Paragraph 7:** The system of claim 1, wherein said coded link is received from an online merchant for identifying an affiliate directing said user to said online merchant.

**Applicant's Stipulation Regarding Paragraph 7:** The Boston Business Journal article fails to disclose the foregoing features. Rather, the article simply mentions a web site from which an online gift registry may be accessed. The article contains no details whatsoever about the manner in which commissions would be generated from the online gift registry, nor are any details provided regarding receipt of a coded link from an online merchant for identifying an affiliate directing a user to an online merchant.

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**Paragraph 8:** The system of claim 7, wherein said coded link includes a Uniform Resource Locator for said online merchant's home page in combination with a code identifying said affiliate.

**Applicant's Stipulation Regarding Paragraph 8:** The Boston Business Journal article fails to disclose the foregoing features. Rather, the article simply mentions a web site from which an online gift registry may be accessed. The article contains no details whatsoever about the manner in which commissions would be generated from the online gift registry. Moreover, no details are provided regarding a coded link that includes a Uniform Resource Locator for an online merchant's home page in combination with a code identifying an affiliate.

**Paragraph 9:** The system of claim 1, wherein said coded link is received from an affiliate network for identifying an affiliate directing said user to said online merchant.

**Applicant's Stipulation Regarding Paragraph 9:** The Boston Business Journal article fails to disclose the foregoing features. Rather, the article simply mentions a web site from which an online gift registry may be accessed. The article contains no details whatsoever about the manner in which commissions would be generated from the online gift registry. Moreover, no details are provided regarding receipt of a coded link from an affiliate network for identifying an affiliate directing a user to an online merchant.

**Paragraph 10:** The system of claim 9, wherein said coded link includes a Uniform Resource Locator for said affiliate network and said online merchant's home page in combination with a code identifying said affiliate.

**Applicant's Stipulation Regarding Paragraph 10:** The Boston Business Journal article fails to disclose the foregoing features. Rather, the article simply mentions a web site from which an online gift registry may be accessed. The article contains no details whatsoever about the manner in which commissions would be generated from the online gift registry. Moreover, no details are provided regarding a

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coded link that includes a Uniform Resource Locator for the affiliate network and the online merchant's home page in combination with a code identifying the affiliate.

**Paragraph 11:** The system of claim 7, wherein said link to said first location is an un-coded link to a page on said online merchant's site.

**Applicant's Stipulation Regarding Paragraph 11:** The Boston Business Journal article fails to disclose the foregoing features. Rather, the article simply mentions a web site from which an online gift registry may be accessed. The article contains no details whatsoever about the manner in which commissions would be generated from the online gift registry. Moreover, no details are provided regarding the link to the first location being an un-coded link to a page on the online merchant's site.

**Paragraph 12:** The system of claim 7, wherein said connecting said user to said second location and said connecting said user to said first location includes:  
creating a frameset in said user's browser; wherein said frameset comprises a first frame for displaying descriptive information about an item at said first location and a second frame for displaying one or more pages from said online merchant's site;  
connecting said user to said online merchant's home page via said coded link; and  
connecting said user to said online merchant's page containing said item after said selected period at said online merchant's home page.

**Applicant's Stipulation Regarding Paragraph 12:** The Boston Business Journal article fails to disclose the foregoing features. Rather, the article simply mentions a web site from which an online gift registry may be accessed. The article contains no details whatsoever about the manner in which commissions would be generated from the online gift registry. Moreover, no details are provided regarding creating a frameset in said user's browser; wherein said frameset comprises a first frame for displaying descriptive information about an item at said first location and a second frame for displaying one or more pages from said online merchant's site; connecting said

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user to said online merchant's home page via said coded link; and connecting said user to said online merchant's page containing said item after said selected period at said online merchant's home page.

**Paragraph 13:** The system of claim 12, wherein said selected period is 5 seconds.

**Applicant's Stipulation Regarding Paragraph 13:** The Boston Business Journal article fails to disclose the foregoing features. Rather, the article simply mentions a web site from which an online gift registry may be accessed. The article contains no details whatsoever about the manner in which commissions would be generated from the online gift registry. Moreover, no details are provided that disclose or suggest a selected period of five seconds at the online merchant's home page.

**Paragraph 14:** The system of claim 9, wherein said connecting said user to said second location and said connecting said user to said first location includes:  
creating a frameset in said user's browser;  
wherein said frameset comprises a first frame for displaying descriptive information about an item at said first location and a second frame for displaying one or more pages from said online merchant's site;  
connecting said user to said affiliate network's Web site and then to said online merchant's home page via said coded link; and  
connecting said user to said online merchant's page containing said item after said selected period at said online merchant's home page.

**Applicant's Stipulation Regarding Paragraph 14:** The Boston Business Journal article fails to disclose the foregoing features. Rather, the article simply mentions a web site from which an online gift registry may be accessed. The article contains no details whatsoever about the manner in which commissions would be generated from the online gift registry. Moreover, no details are provided regarding connecting a user to a second location and connecting the user to a first location by

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creating a frameset in said user's browser; wherein said frameset comprises a first frame for displaying descriptive information about an item at said first location and a second frame for displaying one or more pages from said online merchant's site; connecting said user to said affiliate network's Web site and then to said online merchant's home page via said coded link; and connecting said user to said online merchant's page containing said item after said selected period at said online merchant's home page.

**Paragraph 15:** The system of claim 14, wherein said selected period is 5 seconds.

**Applicant's Stipulation Regarding Paragraph 15:** The Boston Business Journal article fails to disclose the foregoing features. Rather, the article simply mentions a web site from which an online gift registry may be accessed. The article contains no details whatsoever about the manner in which commissions would be generated from the online gift registry. Moreover, no details are provided that disclose or suggest a selected period of five seconds at the online merchant's home page.

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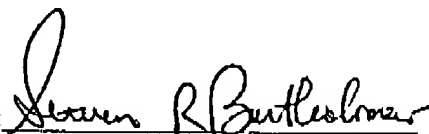
Applicant hereby submits that this is a complete Response to the Examiner's requirement for further information under 37 CFR §1.105. If, however, a communication with Applicant's Attorneys would assist in advancing this case to allowance, the Examiner is cordially invited to contact the undersigned so that any such issues may be promptly resolved.

Although no fee is believed to be due, the Commissioner is hereby authorized to charge any fees that may be required for this Response, or credit any overpayment, to Deposit Account No. 06-1130. In the event that an extension of time is required, or may be required in addition to that requested in a petition for extension of time, the Commissioner is requested to grant a petition for that extension of time that is required to make this response timely and is hereby authorized to charge any fee for such an extension of time or credit any overpayment for an extension of time to the above-identified Deposit Account.

Respectfully submitted,

CANTOR COLBURN LLP

Applicant's Attorneys

By: 

Steven R. Bartholomew  
Registration No: 34,771  
Customer No. 23413

Address: 55 Griffin Road South, Bloomfield, Connecticut 06002  
Telephone: (860) 286-2929  
Fax: (860) 286-0115